

WE'VE PUT ON A FRESH **NEW FACE** JUST FOR YOU, LAS VEGAS.



**East Las Vegas and
West Las Vegas:
two Mervyn's with
a brand new look:**

Before we redesigned our stores, we consulted with the experts—our customers. We received some great tips. Your new Mervyn's stores are well-organized, well-stocked, easy-to-shop and exciting. Whether you want to browse, or set a record for quick shopping trips, we believe you'll be pleased with your experience.

Let the opening celebration begin!

- **Win a \$100 Shopping Spree.** Three winners at each of our three Las Vegas stores. No purchase necessary. Must be 18 or over to enter. Details in our store.
- **On the Air!** Live radio broadcasts with your favorite DJ's from Noon-3 pm. West Las Vegas, Saturday, Nov. 9: KLUC. East Las Vegas, Saturday, Nov. 16: KFMS.

Value spoken here.

More than just a good price, we believe value means quality—how well a shirt or sweater is made, how it fits and how terrific you look and feel in it. Before releasing our own-brand merchandise to the stores, each item must pass stringent quality testing for durability, washability and wearability. We're truly proud of our private labels: Partners® for women, Cambridge Classics™ for men, Sprockets® for kids, Cheetah® for the entire family and Celebration™ for your home.

We're label conscious.

Especially when the names stand for style and quality—Levi's and Van Heusen, Cherokee and Vanity Fair, Bugle Boy, Bongo and Jimmy Z, OshKosh B'Gosh, And Reebok and Nike, to name a few.

Doing our share.

Mervyn's believes in community involvement. In 1990, we donated more than \$7 million to non-profit organizations serving families in 15 states. We're a strong supporter of the United Way. And we also believe families benefit from family arts programs. Locally, Mervyn's is sponsoring the production of Nevada Dance Theatre's "The Nutcracker" for the fifth year.

Instant credit.

Take an additional 15% off the first purchase charged to your new Mervyn's account. Apply today, takes just minutes! Requires a valid photo I.D. and a Visa®, MasterCard®, Discover® or American Express® card. Subject to credit approval.

MERVYN'S

East Las Vegas: 1155 E. Twain Ave. at Maryland Pkwy. • West Las Vegas: 4700 Meadows Lane at Decatur Blvd.
• Nellis Crossing: 1300 Nellis Blvd. at Charleston Blvd. • Shop Monday-Friday 10 am-9 pm; Saturday 10 am-7 pm; Sunday 11 am-6 pm.